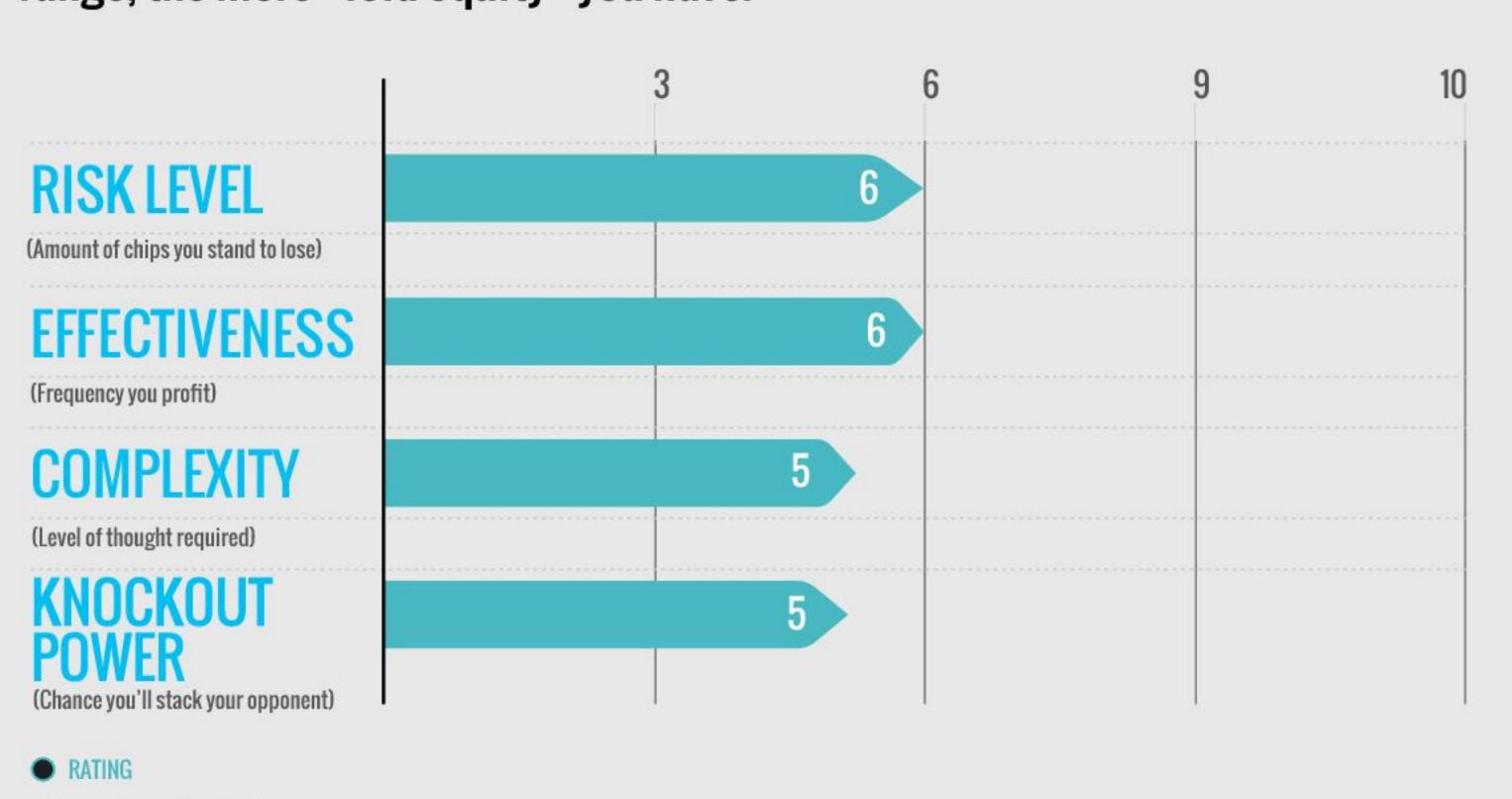
NUMBER 1 THE SEMI-BLUFF The Move: The Semi-Bluff is simply a bet or raise with a decent drawing (unmade) hand. It's not considered a "pure" bluff because you have a hand with good potential to improve. When To Do It:

Like most poker moves, the Semi-Bluff works best when you're "in position" (near or with the dealer button). Convincing your opponent to fold is the main goal so big cards, preferably overcards to the board, are good cards to see on the turn and river when you want to semi-bluff.

When To Avoid It:

The Semi-Bluff should not be utilized if you put your opponent on a strong hand. If he's shown nothing but strength in the hand, it's probably best to lay it down.

Pro Tip: Pay attention to the cards on the flop and the hands you think your opponent might have. The wider your opponent's range, the more "fold equity" you have.



NUMBER 2) THE CHECK-RAISE

The Move:

A Check-Raise consists of checking (not betting) when the action's on you but raising after a player behind you has bet. The check-raise is a trapping move.

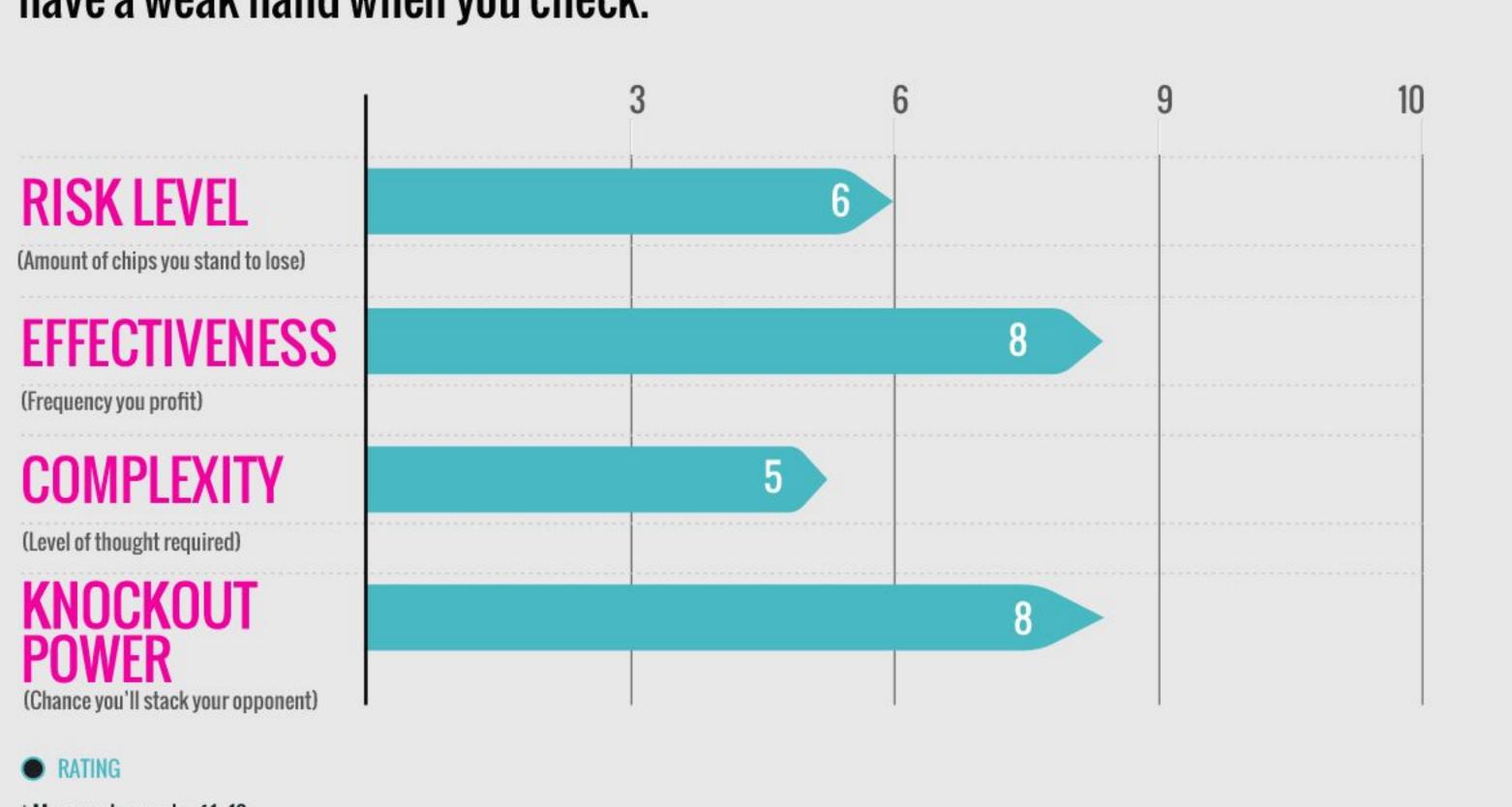
When To Do It:

Either you're check-raising for value, to get more money into the pot when you think you have the best hand, or you're checkraising as a bluff to make your opponent throw away the best hand. As a beginner the vast majority of the times you checkraise should be for value.

When To Avoid It:

The check-raise loses its power if you do it too much. Pick your spots. If you have the nuts, be careful not to overplay your hand and force your opponent to fold before he puts all his money in.

Pro Tip: Check-raising also balances your checking range, which means your opponent won't automatically know you have a weak hand when you check.



NUMBER 3 THE SQUEEZE PLAY

The Move:

The Squeeze Play is a move you can make when a "loose player" (someone who bets often) raises before the flop and another loose player calls behind him. The "squeeze" comes in when you put in a big re-raise and blast both of them off the pot.

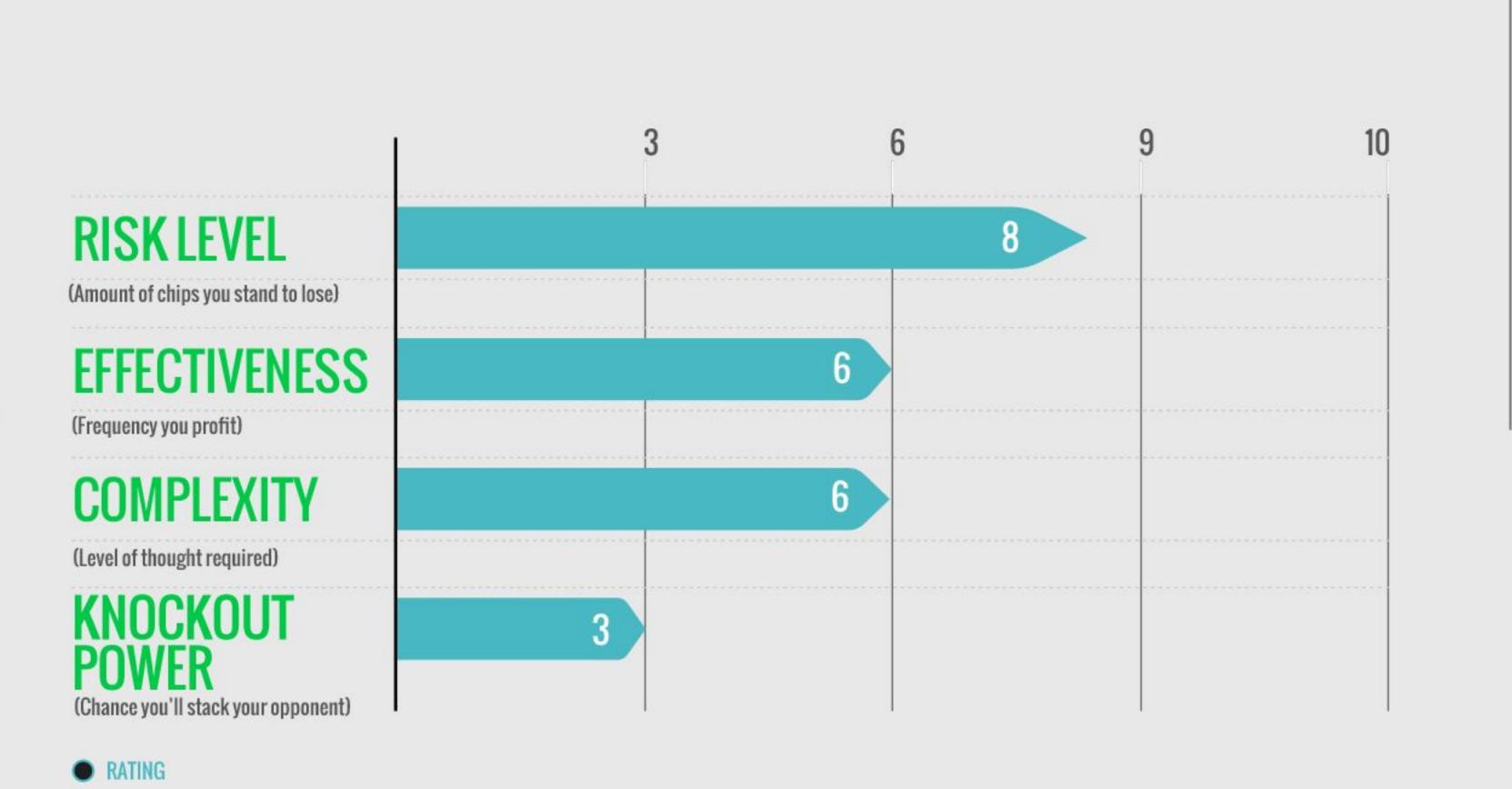
When To Do It:

Look for loose/aggressive opening raisers who open the betting too often and weak/passive players who call to see cheap

When To Avoid It:

Ideally you want to squeeze when you have as few players as possible still to act behind you. The more players to act, the more likely someone's going to wake up with a hand.

Pro Tip: A squeeze raise has got to be big to scare anyone. Go with at least five times the initial raise.



NUMBER 4 SET MINING

The Move:

Set Mining is the practice of playing pocket pairs solely for the purpose of hitting a set. By calling a small raise before the flop you can win big pots from players when you flop three of a kind.

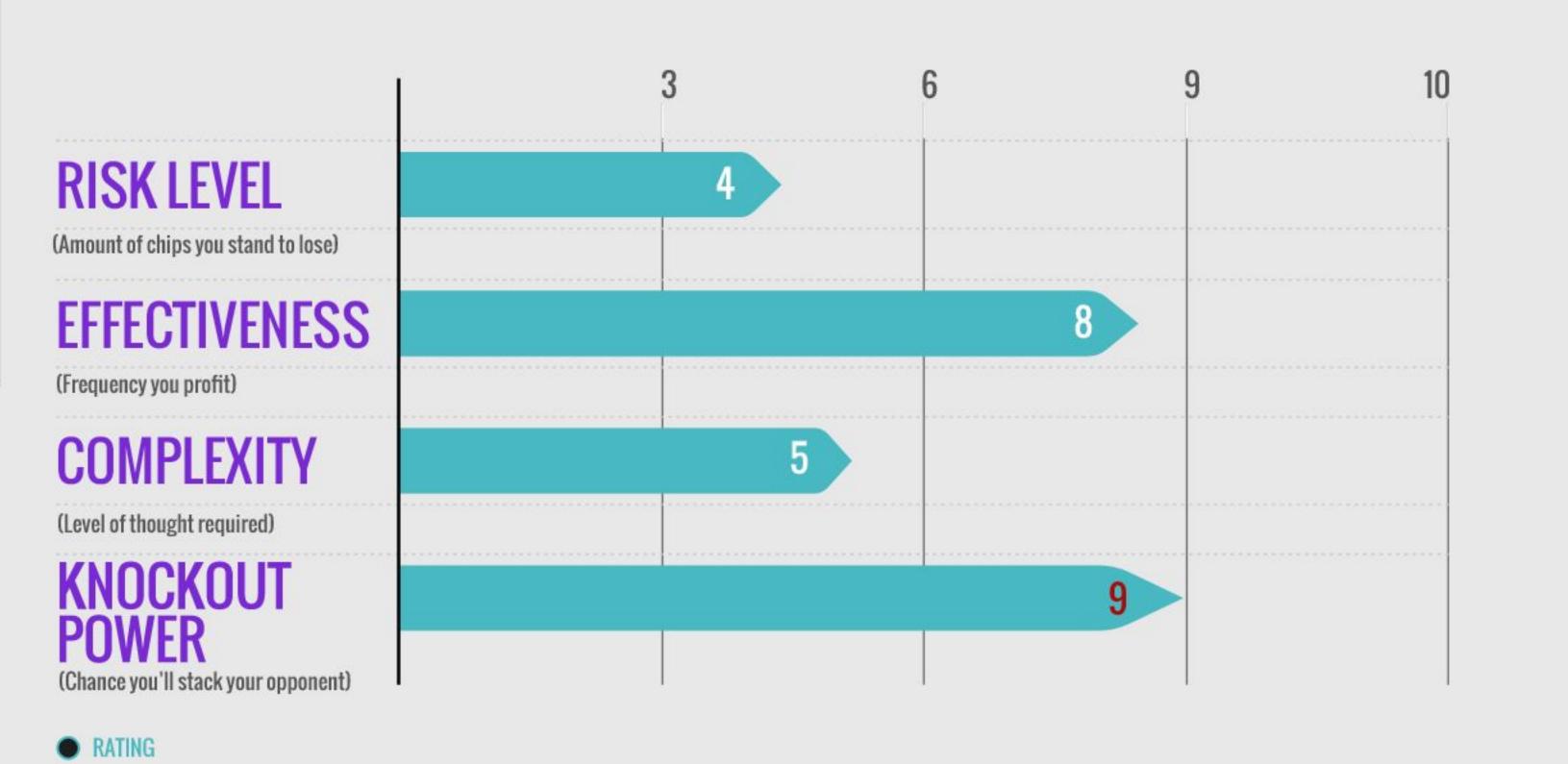
When To Do It:

Set mining also works best when you're in position. Look for early position opening raises from aggressive opponents and just call pre-flop with your small and medium pocket pairs.

When To Avoid It:

Set Mining is not a viable strategy if you're short-stacked. If you have a decent pair when you're short, it's probably time to shove.

Pro Tip: Your odds of flopping a set with a pocket pair are 1 in 8. Because you're only going to flop a set occasionally, it's critical that when you do hit you get paid off.



NUMBER 5 DEFENDINGTHE BLINDS

The Move:

Defending your blind refers to calling a pre-flop raise from another player when you're in either the small or big blind (the positions with "forced bets" each round).

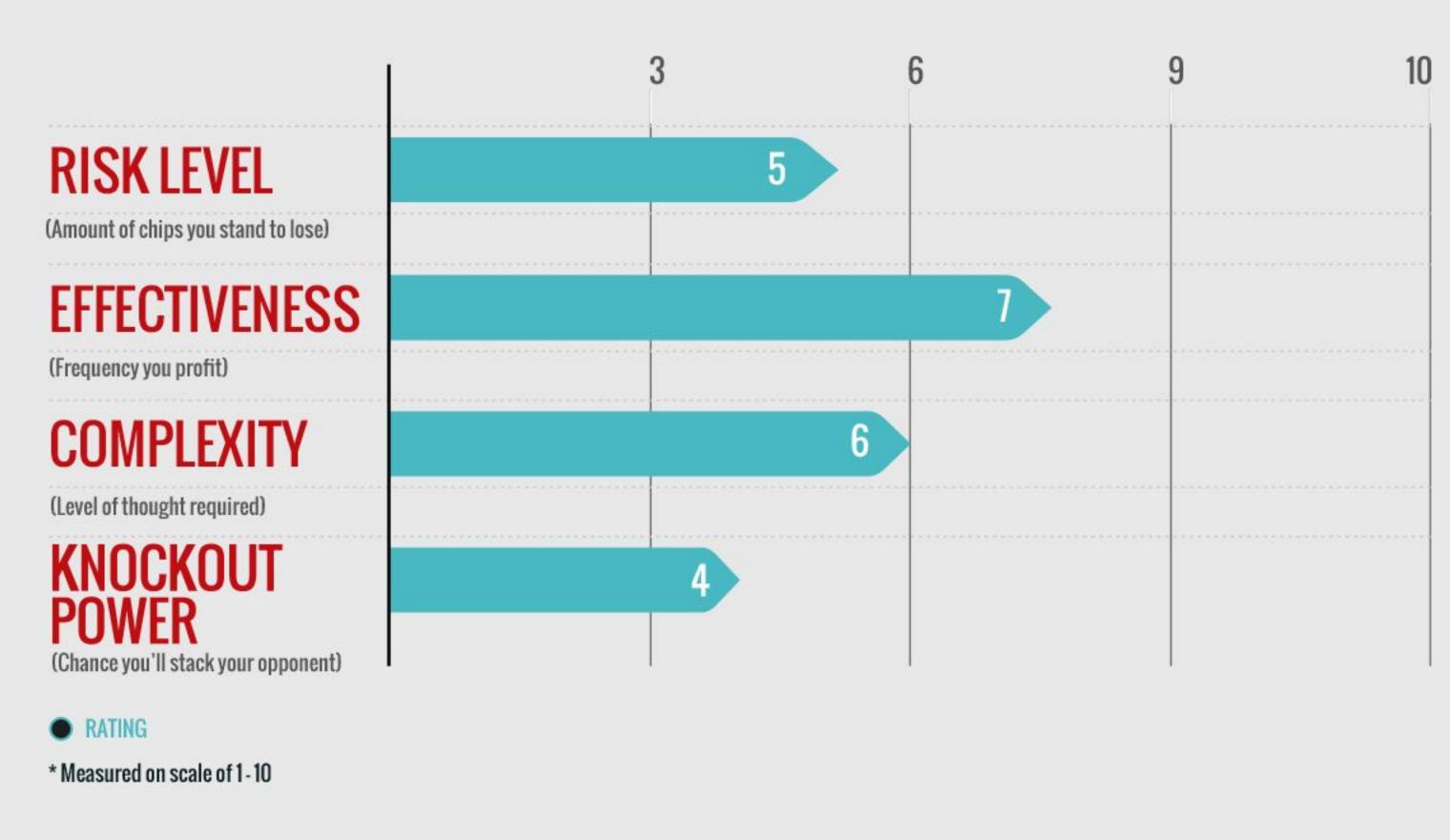
When To Do It:

One of the most common beginner leaks is calling too much from the blinds. As a general guideline defend your small blind with 77+, JTs+, AK, AQ and raise with QQ+. If you're in the big blind include smaller pairs and lower suited connectors.

When To Avoid It:

To defend your blinds effectively you must understand the situation and the opponent(s) you're up against. Divorce yourself from the idea that your blind represents an investment in the hand and makes you pot committed to any raise.

Pro Tip: The earlier the position your opponent is raising from, the tighter your defending range has to be. You'll also need to flop more than a pair to play a big pot.



NUMBER 10 THETRIPLE-BARREL BLUFF

10 ESSENTIAL TEXAS HOLD'EM MOVES There's no simple fix for becoming a winning poker player. But there are a handful of poker moves that can make a world of difference to your bottom line. By fine-tuning these tactics you'll simply have more effective tools to put to work at the poker table. And that will translate directly to money in your pocket. Here are 10 essential Hold'em moves you'll need to step your poker game up.

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NUMBER 6 THE LIGHT THREE-BET

The Move:

A "Light" Three-Bet refers to a re-raise before the flop with a hand that's probably worse than the opening raiser's hand. You're raising with a hand that's not the best at the moment but has fold equity and can become the best hand on later streets.

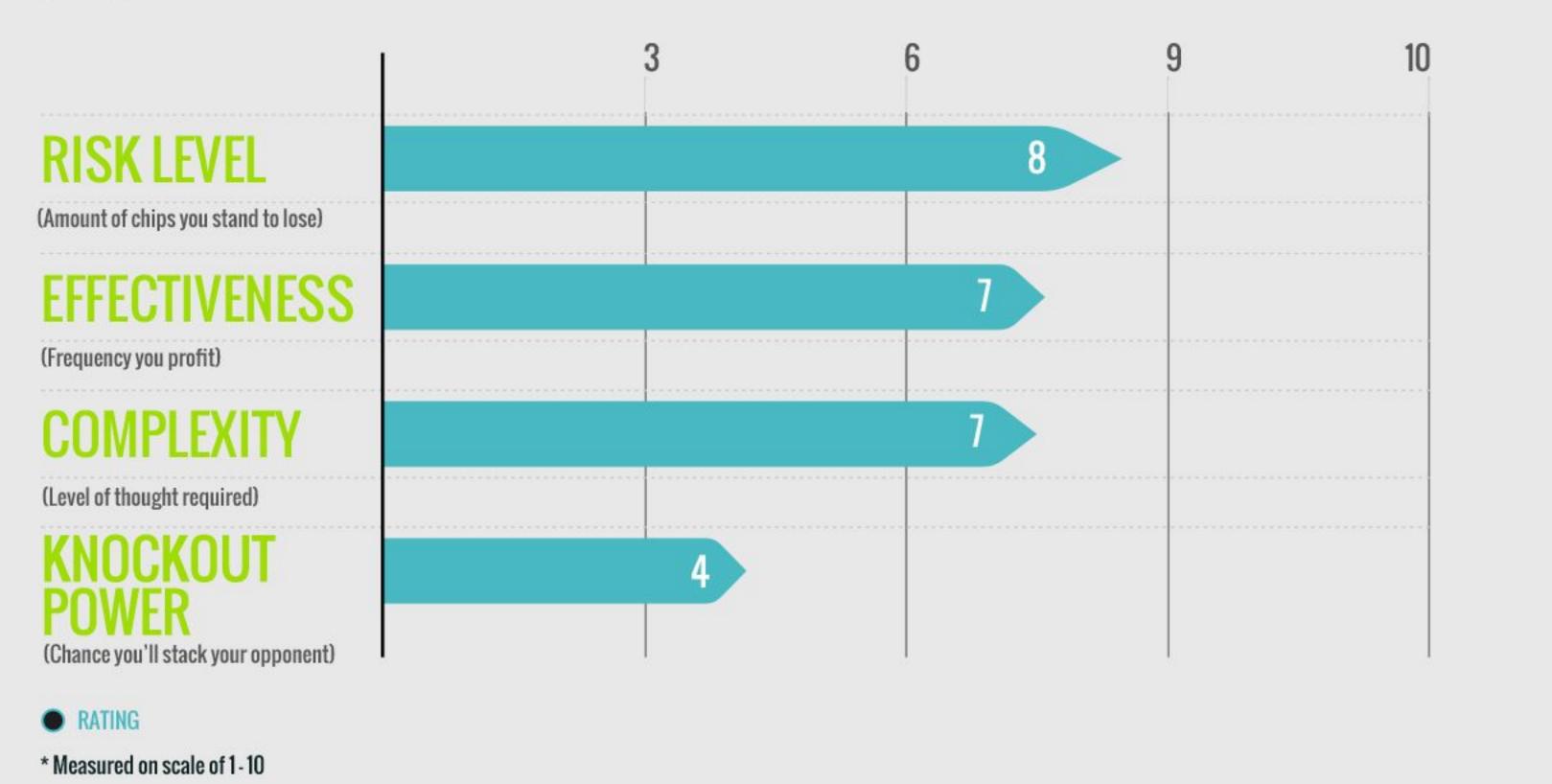
When To Do It:

Try to identify and attack loose players who open the betting too often. To make things easy, think about a light three-bet as a semi-bluff. (see above).

When To Avoid It:

It's tough to get away with a light three-bet against ultra tight players or calling stations. You need to be able to identify players who bet with weaker hands to pull

Pro Tip: The biggest risk for beginners is not knowing how to play post-flop when your opponents do call. Deal with this by only three-betting very good hands and very marginal hands with good flopability (can hit a lot of flops but are easy to fold if you miss).



NUMBER 7 FLOATINGTHE FLOP

Floating the Flop means calling a bet on the flop with the intention of betting and taking down the pot when your opponent checks to you on the turn. It's basically a move to defend against the continuation bet.

When To Do It:

Only float when you're heads-up, have position and are against aggressive players who do a lot of pre-flop raising and continuation betting. Because your opponent will c-bet with both good and bad hands, if he checks on the turn you'll have one more clue he's got air. If he does bet the turn, you need to reevaluate.

When To Avoid It:

Floating doesn't work in multi-way pots or against players that only raise preflop/continuation bet with premium hands. Floating also won't work against a loose/passive calling station that will call your turn bet with marginal hands.

Pro Tip: If your opponent throws a wrench in your plans and bets the turn, all may not be lost. Many aggressive players won't give up and check/fold fourth street. If you think you're up against a tough, aggressive player, consider raising the turn.



The Stop and Go is a tournament move that means calling a pre-flop bet while out of position with the intention of betting (usually moving all-in) on the flop, regardless of your hand.

When To Do It:

This move is best used when short-stacked

If you have an absolute monster like pocket aces or kings you should probably just move all-in.

Pro Tip: When you bet all-in on the flop instead of pre-flop, your opponent is faced with a much tougher decision. Two random cards are going to miss the flop about twothirds of the time.



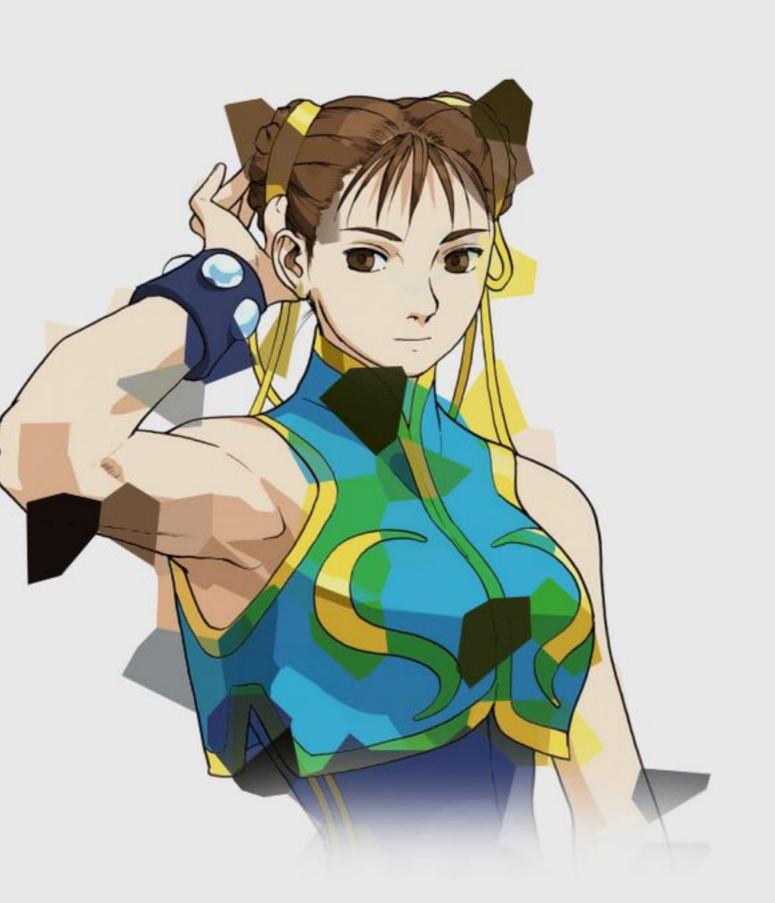
The Bluff Catcher is usually performed on the river after an opponent has bet. It's important to have a good read on your opponent. Players will frequently try to buy the pot by making a large river bet.

NUMBER 9 THE BLUFF CATCHER

When To Avoid It:

Don't use the Bluff Catcher against an ultra-tight player. There's a good chance he has a solid hand and won't fold.

Pro Tip: The Bluff Catcher is also referred to as the Hero Call.



pre-flop aggressor.

When To Do It:

The Move:

reserved for tougher, thinking opponents. To three-barrel bluff effectively you need to Management be acutely aware of the story you're telling in the hand and your opponent's ability to follow the plot.

A Triple-Barrel Bluff involves making bets

on each and every street, usually after

taking control of the hand by being the

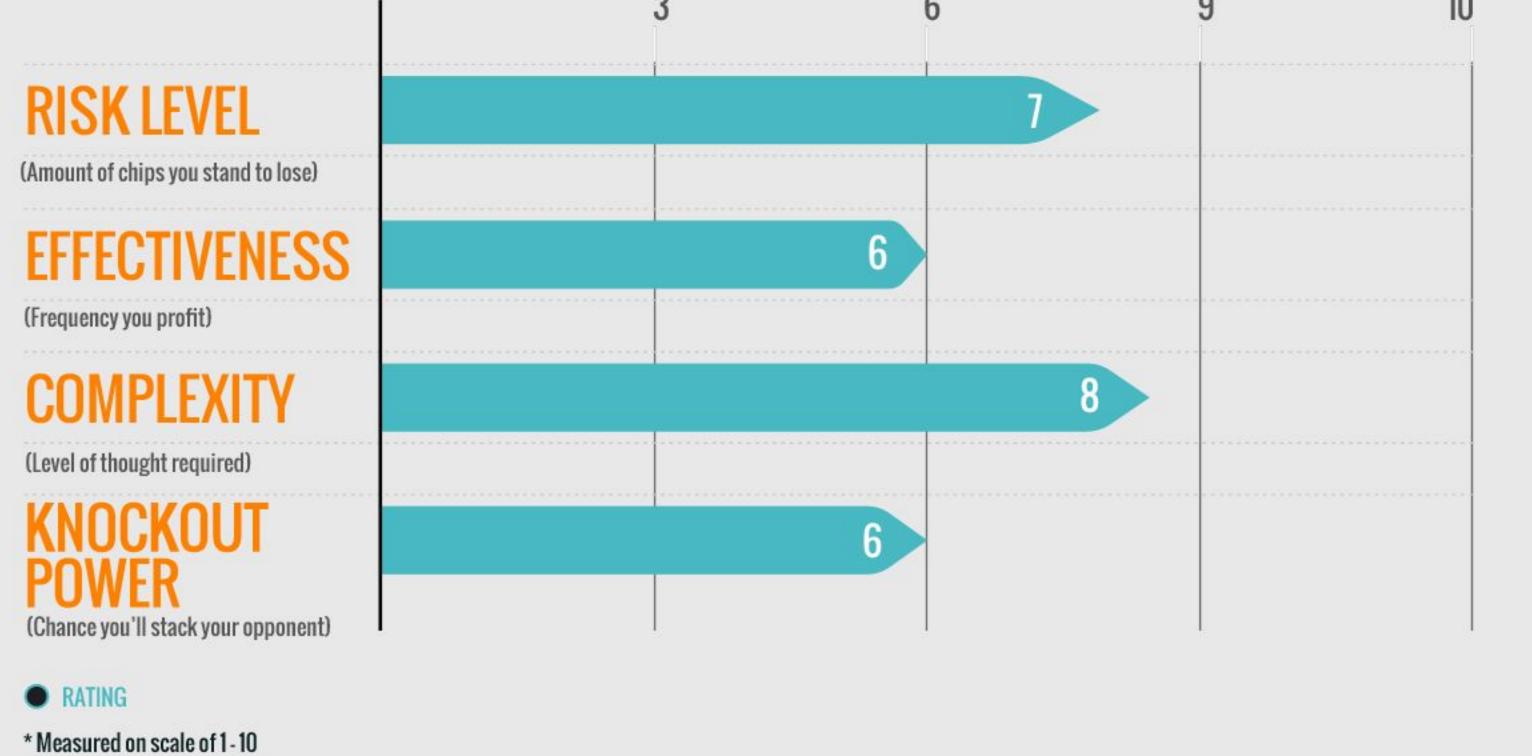
The triple-barrel bluff is a move best

When To Avoid It:

Never triple-barrel bluff a calling station. You're just burning money. Also, forget about triple barreling if you're shortstacked.

Pro Tip: Firing three barrels as a bluff is something you should incorporate into your game. It will not only win you money when you don't have a hand, it will also help balance your range and get you paid off when you bet every street with the nuts.



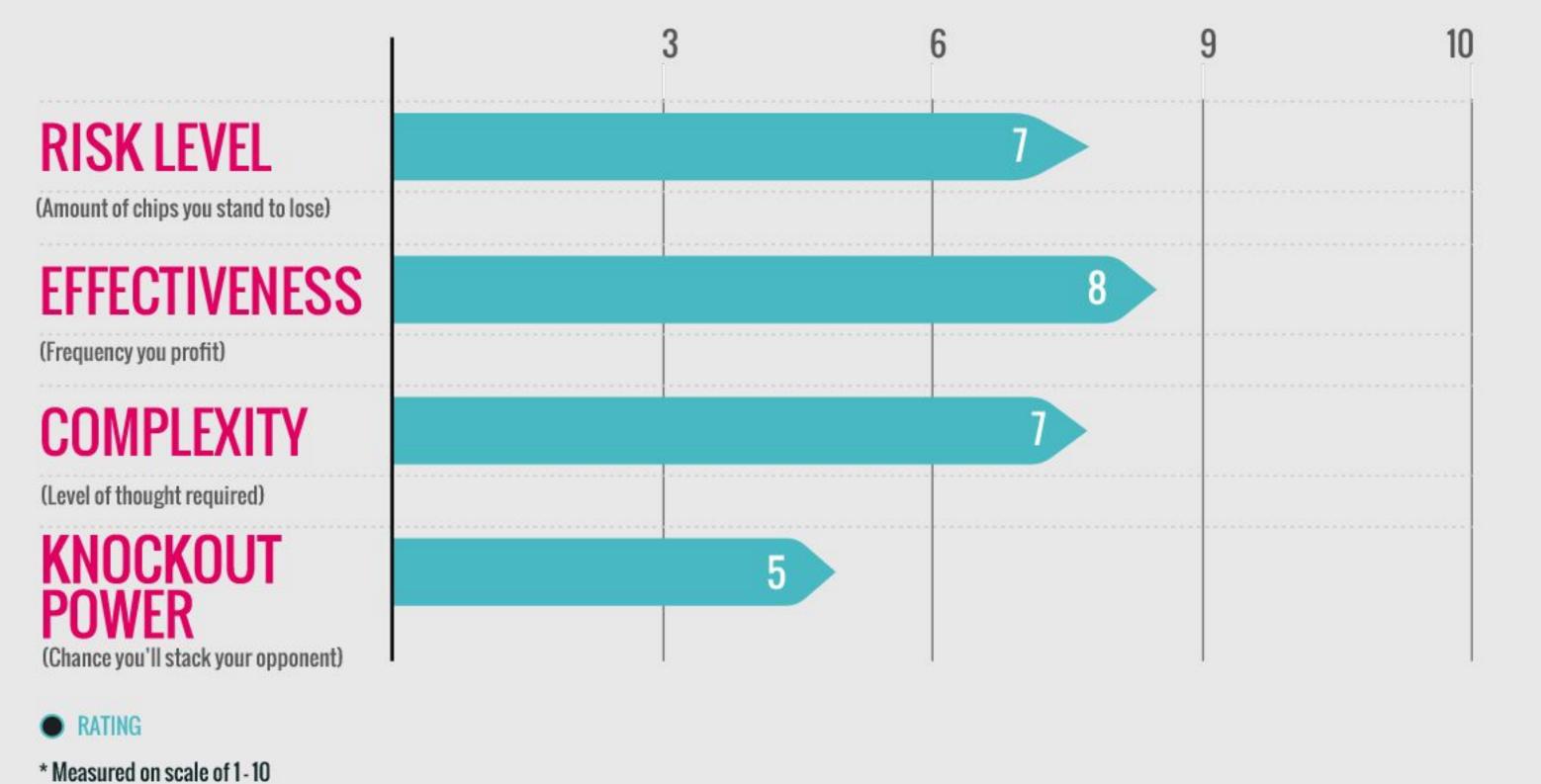


NUMBER 8 THE STOP AND GO

The Move:

with 5-10 big blinds. The most common scenario involves calling from the blinds against a late-position opening raiser.

When To Avoid It:



RISK LEVEL (Amount of chips you stand to lose **EFFECTIVENESS** (Frequency you profit) COMPLEXITY (Level of thought required) **KNOCKOUT**

* Measured on scale of 1-10